

[00152] What is claimed is:

1. A method of conducting an incentivized trivia contest to increase the effectiveness of advertising, comprising:
 - storing in a computer system a first set of trivia questions relating to advertising;
 - storing in said computer system a second set of trivia questions relating to content;
 - associating said first and second sets of trivia questions with a broadcast of said advertising along with said content;
 - selecting a subset of said first and second trivia questions to ask a member;
 - transmitting said subset of trivia questions to said member and receiving said member's responses thereto via a communication medium;
 - scoring said member's performance in response to said subset of trivia questions;
 - and,
 - providing incentives to said member based upon results of said scoring.
2. The method in accordance with claim 1, wherein said association of said first and second sets of trivia questions with a broadcast comprises storing data indicative of which advertising airs in conjunction with said broadcast.
3. The method in accordance with claim 1, wherein said broadcast comprises a television broadcast.
4. The method in accordance with claim 1, wherein said broadcast comprises a radio broadcast.

5. The method in accordance with claim 1, wherein said broadcast comprises a display of multimedia content via a network connection.
6. The method in accordance with claim 5, wherein said network connection comprises an internet connection.
7. The method in accordance with claim 1, wherein said communication medium comprises an internet connection.
8. The method in accordance with claim 1, wherein said communication medium comprises interactive television.
9. The method in accordance with claim 1, wherein said communication medium comprises a set-top box.
10. The method in accordance with claim 1, wherein said communication medium comprises a wireless device.
11. The method in accordance with claim 1, wherein said communication medium comprises a data network.
12. A method of using a user profile to conduct a trivia contest, comprising:
storing in a computer system a first set of trivia questions relating to advertising;
storing in said computer system a second set of trivia questions relating to content;
associating said first and second sets of trivia questions with a broadcast of said advertising along with said content;

storing in said computer system a demographic profile of at least one member;

using said demographic profile to select a subset of said first and second trivia questions to ask said member; and,

transmitting said subset of trivia questions to said member and receiving said member's responses thereto via a communication medium.

13. The method in accordance with claim 7, wherein said computer system comprises a plurality of computers interconnected via a network.

14. A method of determining advertising performance, comprising:

storing in a computer system a first set of trivia questions relating to advertising;

storing in said computer system a second set of trivia questions relating to content;

associating said first and second sets of trivia questions with a broadcast of said advertising along with said content;

selecting a subset of said first and second trivia questions to ask a member;

transmitting said subset of trivia questions to said member and receiving said member's responses thereto via a communication medium; and

determining advertising performance based upon said member's answers to said subset of trivia questions.

15. A method of determining the effectiveness of product placement, comprising:

storing in a computer system a first set of trivia questions relating to a product;

storing in said computer system a second set of trivia questions relating to content;

associating said first and second sets of trivia questions with a broadcast of said advertising along with said content;

selecting a subset of said first and second trivia questions to ask a member;

transmitting said subset of trivia questions to said member and receiving said member's responses thereto via a communication medium; and

determining the effectiveness of placement of said product within said content based upon said member's answers to said subset of trivia questions.

16. A method of creating a report indicative of the effectiveness of advertising, comprising:

storing in a computer system a first set of trivia questions relating to said advertising;

storing in said computer system a second set of trivia questions relating to content;

associating said first and second sets of trivia questions with a broadcast of said advertising along with said content;

transmitting said first and second sets of trivia questions to a member and receiving said member's responses thereto via a communication medium; and

using answers to said first and second sets of trivia questions to create a report indicative of effectiveness of said advertising.

17. The method of creating a report in accordance with claim 11, wherein said step of creating a report further comprises using a plurality of demographic profiles to create said report.

18. The method in accordance with claim 11 wherein said advertising comprises a commercial.

19. The method in accordance with claim 11 wherein said advertising comprises placement of a product within said content.

20. A method of conducting an incentivized trivia contest to increase the effectiveness of advertising, determine advertising performance, and determine content performance, comprising:

storing in a computer system a first set of trivia questions relating to advertising;

storing in said computer system a second set of trivia questions relating to content;

storing in said computer system a demographic profile of at least one member;

associating said first and second sets of trivia questions with a broadcast of said advertising along with said content;

using said demographic profile to select a subset of said first and second trivia questions to ask a member who has received said broadcast;

transmitting said subset of trivia questions to said member and receiving said member's responses thereto via a communication medium;

scoring said member's performance in response to said subset of trivia questions;

providing incentives to said member based upon results of said scoring; and,

using answers to said first and second sets of trivia questions to create a report indicative of effectiveness of said advertising.

21. A method of creating a report indicative of recall, understanding, likeability or other broadcast performance measure, comprising:

storing in a computer system a set of trivia questions relating to the content of a broadcast;

associating said trivia questions with a broadcast of said content;

transmitting said set of trivia questions to a member and receiving said member's responses thereto via a communication medium;

scoring said member's performance in response to said subset of trivia questions;

providing incentives to said member based upon results of said scoring;

using said responses to said set of trivia questions to create a report indicative of at least one broadcast performance factor;

transmitting said report to a client.

22. The method in accordance with claim 16, wherein said broadcast performance factor comprises recall.

23. The method in accordance with claim 16, wherein said broadcast performance factor comprises understanding.

24. The method in accordance with claim 16, wherein said broadcast performance factor comprises likeability.

25. A method of conducting an incentivized trivia contest to increase the effectiveness of advertising, comprising:

storing in a computer system a set of trivia questions relating to advertising;

associating said set of trivia questions with a time period of a broadcast of said advertising;

transmitting said set of trivia questions to said member and receiving said member's responses thereto via a communication medium;

scoring said member's performance in response to said set of trivia questions; and,

providing incentives to said member based upon results of said scoring.